

# SIAL and ANUGA: Two Shows for European Success

It is a small world after all. Consider this: A New York company, selling Japanese-style sushi kits, finds buyers from Greece and Turkey at a trade show in France.

"We were certainly surprised," said Alan Johnson, vice president of marketing for Baycliff Company in New York, N.Y. "We would never in our wildest dreams have gone after that market, but thanks to our participation in these two shows, the buyers came to us and we've been very happy with the partnership."

The shows Johnson is referring to, SIAL and ANUGA, are two of Europe's largest trade exhibitions held in alternate years. Companies can participate in the U.S. pavilion at these shows through USDA's Foreign Agricultural Service.

Johnson's 20-year-old company specializes in sushi kits and other Asian cuisine. The company has been exporting for half of its time in business, and has been a regular participant in both shows.

This year, the SIAL International Food Products Exhibition will be held in Paris, France on October 20-24.

The SIAL 2000 show attracted 132,000 visitors from 185 countries. Of that total, 37 percent of the visitors were in the import and export trade business, and 44 percent worked in the food industry. According to surveys, more than 80 percent of the visitors were the actual buyers for their company. News media from 58 countries also attended.

ANUGA 2003 will be held in Cologne, Germany on Oct. 11-15, 2003. The 2001 show attracted 165,000 buyers from 147 countries. Organic and convenience foods were the stars of the 2001 show.

While the initial cost of participating in these shows gave Johnson pause, he said he has never regretted his investment. In fact, Johnson, whose company does a quarter of its business in exports, says exporting firms can't afford *not* to attend these shows.

"Even if I had an unlimited budget, there is no way I could go to Greece and find buyers the way I do at SIAL and ANUGA," Johnson said. "I would be



60004

knocking on the door of one buyer when it's his competitor next door who is looking for our product." ■

*For more information on exhibiting products at the SIAL or ANUGA shows, or for information on other USDA-endorsed shows, contact USDA's Foreign Agricultural Service, Trade Show Office. Tel.: (202) 690-1182; Fax: (202) 690-4375.*



60050